



LEE MARTINEZ MEMORIAL XTREME BULLS

2026 Sponsorship Guide

We are honored to invite you to be part of this premier PRCA-sanctioned event on Saturday, May 30, 2026, at the Johnson County Fairgrounds in Buffalo, Wyoming.

This year, we are once again offering **FREE ADMISSION** for all general admission spectators.

Producing a professional bull riding event of this scale involves significant investment in livestock, production equipment, contract personnel, safety, hospitality, and marketing. Your sponsorship ensures families, youth, and rodeo fans can enjoy world-class entertainment at no cost—something few communities in the country can offer.

Thank you for considering partnering with us. We value every sponsor and will work with you to create a package tailored to your brand's goals.

Buffalo, Wyoming Saturday, May 30, 2026

HOW TO PARTICIPATE & PURCHASE

Thank you for your interest in supporting the Lee Martinez Memorial Xtreme Bulls. You may complete the form and return it with payment, or for your convenience, we are happy to send a digital payment link.

Availability for sponsorships and premium experiences is limited and awarded on a first-come, first-served basis.

Sponsorship Level	Price	Enclosed
Section	\$3,000	
Bullfighters	\$3,500	
Pickup Men	\$2,500	
Out Gate	\$3,000	
Chute - 8 Available	\$2,000	
Ride Sponsorship	\$500	
Other		

In-Kind Support Opportunities: Hotel Rooms, Hospitality Meal for Contestants, Meal for Contract Personnel and Stock Contractors, Water for Contestants, ect. Please don't hesitate to contact us with ideas for in-kind parternships.

Event Contact:

Forever West Productions
702 Mush Creek Road
Newcastle, WY 82701

sponsorship@foreverwest.events
307.746.6468
website: foreverwest.events



SECTION SPONSORS \$3,000



As a Section Sponsor, your company will be the presenting sponsor of one of the four sections of bull riding.

- **Exclusive Naming Rights:** Your company's name will be associated with one section of bull riding (e.g., "The [Your Company] Bull Riding Section"), recognized during live event announcements.
- **Premium Marketing & Branding Exposure:** Three (3) Arena Banners – Placed in high-visibility areas of the arena (provided by sponsor)
 - Logo Featured on All Event Materials, including: Event day sheets and Logo & Link on the Official Event Website
- **Social Media & Digital Promotion:** Your brand highlighted across Facebook, Instagram, and TikTok (100,000+ combined followers) before and during the event.
- **VIP & Hospitality Benefits**
 - Behind-the-Chutes Tour – Your business's guests will enjoy an exclusive guided tour behind the chutes, getting an up-close look at the bulls.
 - Premier Seating Package – A block of 2 premium box seats for your team or guests.
- **Event Engagement & Activation:** Live Brand Mentions – Recognition by the event announcer throughout the night
 - Optional Opportunity to do a giveaway during the sponsored section. ex. tee shirts thrown to crowd &/or A branded booth, display, or experience at the event (provided by sponsor).



CONTRACT PERSONNEL SPONSORS



Support the backbone of the Lee Martinez Memorial Xtreme Bulls by sponsoring the event's essential contract personnel.

Available Sponsorships: (Includes sponsor's logo on the shirts of the bullfighters or pickup men throughout the event.)

Bullfighters – \$3,500

Pickup Men - \$2,500

- **Exclusive Naming Rights:** Your company's name will be directly associated with your sponsored personnel, e.g.: Official Sponsor of the [Your Company] Bullfighters" or "Announcer Presented by [Your Company]"
- **Premium Marketing & Branding Exposure:** Two (2) Arena Banners – Placed in high-visibility areas of the arena (provided by the sponsor).
 - Logo Featured on Event Materials, including: Event day sheets and Logo & Link on the Official Event Website
- **Social Media & Digital Promotion:** Social Media Promotion – Your brand highlighted across Facebook, Instagram, and TikTok (100,000+ combined followers) before and during the event.
- **VIP & Hospitality Benefits**
 - Behind-the-Chutes Tour – Your business's guests will enjoy an exclusive guided tour behind the chutes, getting an up-close look at the bulls.
 - Premier Seating Package – A block of 2 premium box seats for your team or guests.
- **Event Engagement & Activation:** Live Brand Mentions – Recognition by the event announcer throughout the night
 - Optional Opportunity to have a branded booth, display, or experience at the event (provided by sponsor).



BUCKING CHUTE SPONSORS

As a Bucking Chute Sponsor, your business will be showcased at one of the most high-profile spots in the arena—where every ride begins.

Available Sponsorships:

Bucking Chute Sponsor - \$2,000 (8 Available)

Out Gate Sponsor - \$3,000

- **Exclusive Naming Rights:** Your business will be the official sponsor of one of the eight bucking chutes, with your logo prominently displayed on the chute gate.
- **Premium Marketing & Branding Exposure:** Bucking Chute Signage – Your logo will be placed on your designated chute gate, ensuring maximum visibility during every ride.
 - Logo Featured on Event Materials, including: Event day sheets and Logo & Link on the Official Event Website
- **Social Media & Digital Promotion:** Your brand highlighted across Facebook, Instagram, and TikTok (100,000+ combined followers) before and during the event.
- **VIP & Hospitality Benefits**
 - Behind-the-Chutes Tour – Your business's guests will enjoy a guided tour behind the chutes, getting an up-close look at the bulls.
 - Premier Seating Package – Premium box seats for your team or guests.
- **Event Engagement & Activation:** Live Brand Mentions – Recognition by the event announcer each time a rider is released from your sponsored chute.
 - Optional Custom On-Site Activation – A branded booth, display, or experience at the event (provided by the sponsor)



RIDE SPONSORS \$500



As a Ride Sponsor, your business will be directly tied to the action of one thrilling bull ride at the Lee Martinez Memorial Xtreme Bulls. This sponsorship offers a unique and personal way to engage with the event while supporting the sport and its athletes.

- **Exclusive Sponsorship Benefits:** Live Ride Recognition – Your business will be announced as the official sponsor of a specific ride, giving you in-arena exposure during the action.
 - Signed Rodeo Poster – Your business will receive an official event poster autographed by the cowboy from your sponsored ride.
- **Additional Brand Exposure**
 - Event Day Shoutout – Your business will be recognized by the announcer during the introduction of your sponsored ride.
 - Social Media Recognition – Your business will be included in a Ride Sponsor Announcement with Assigned Contestant and Thank You post on event social media channel